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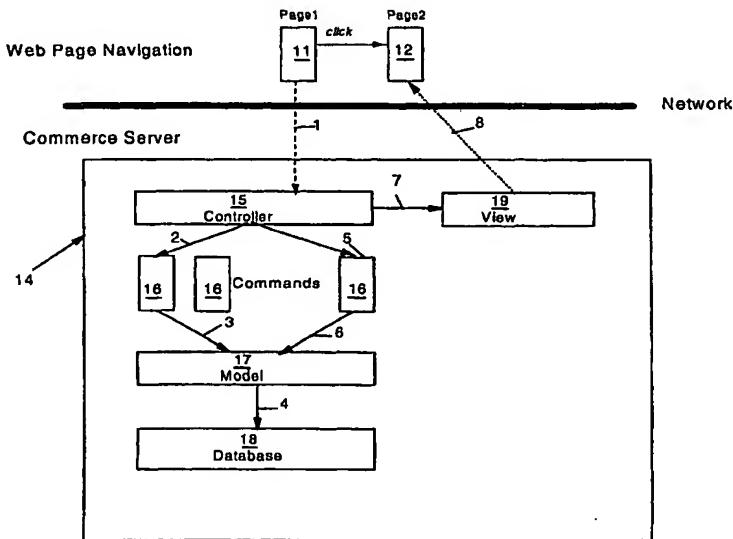
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(54) Title: METHOD AND SYSTEM FOR ESTABLISHING A HIERARCHICALLY STRUCTURED WEB SITE FOR E-COMMERCE

*Implementation View  
of Web Navigation*



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(57) Abstract: The invention provides a hierarchically structured store web site for use on the internet including: a base store site module having at least one entry port for communication with the internet; and, at least one child module of the base store site module having an entry port; the entry port of the base store site module being linked to the entry port of the child module for communication between the base store site and the child module. The invention also provides a method and software for establishing the web site.